

Amendments to the Claims:

1-34. (Canceled)

35. (Currently Amended) An apparatus in a wireless mobile device operable by a user in a radio communication system, an improvement of apparatus for operating upon selected content selected from a plurality of content stored at a network based device and delivered to the wireless mobile device, said apparatus comprising:

a content manager embodied at the wireless mobile device, said content manager for managing the selected content, the selected content selected from a plurality of content stored at a network based device and delivered to the apparatus, once delivered to the apparatus wireless mobile device, management of the selected content provided by said content manager comprising selectively locking the selected content pursuant to a first selected locking requirement such that the selected content is repeatedly presented upon each occurrence of a predefined condition associated with the selected content until the first selected locking requirement is met, determining when the first selected locking requirement is met, and unlocking the selected content when the first selected locking requirement is determined to have been met such that the selected content is no longer required to be repeatedly presented.

36. (Currently Amended) A method for delivering selected content said method comprising:

receiving an indication of selected content;

presenting at least a first locking requirement associated with the selected content to a user device wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented; and

providing the selected content from a network based device to the user device together with the at least first selected locking requirement to permit the selected content to be repeatedly presented upon each occurrence of a predefined condition associated with the selected content until the at least first selected locking requirement is met.

37. (Previously Presented) The method of Claim 36 further comprising:  
receiving an indication of said at least first selected locking requirement having  
been met.

38. (Previously Presented) The method as in Claim 37 further comprising:  
providing a reward in response to said indication.

39. (Currently Amended) A method of using selected content said method  
comprising:

transmitting an indication of selected content;  
receiving at least a first locking requirement associated with the selected content  
at a user device, wherein said locking requirement defines a specific period of time or a  
specified amount of usage for which the content is locked in at the user device and  
required to be presented;  
selecting acceptance of the at least the first selected locking requirement;  
receiving said selected content and storing said selected content; and  
repeatedly presenting the selected content with the user device upon each  
occurrence of a predefined condition associated with the selected content until the at least  
the first selected locking requirement is met.

40. (Previously Presented) The method of Claim 38 further comprising:  
the operation of determining when the at least the first selected locking  
requirement is met;  
the operation of unlocking the selected content data to release the selected content  
out of the first selected locking requirement having been met.

41 (Previously Presented) A method as in Claim 39 further comprising:  
receiving an indication of a reward.

42. (Currently Amended) An apparatus wireless mobile device for operating upon selected content said device comprising:

a content manager for receiving and managing selected content, wherein said management comprises locking in said selected content pursuant to a first locking requirement such that the selected content is repeatedly presented upon each occurrence of a predefined condition associated with the selected content until the first locking requirement is met; and

a memory for storing a plurality of profiles wherein each profile comprises an identifier indicative of the use of said locked in selected content.

43. (New) A method comprising:

transmitting an indication of selection of content from a plurality of content to form selected content;

receiving at least one locking requirement including a first locking requirement associated with the selected content;

selecting acceptance of at least the first locking requirement in response to receiving the at least one locking requirement;

receiving said selected content and storing said selected content following selection of the content and at least the first locking requirement;

operating upon the selected content in accordance with the at least the first selected locking requirement by presenting the selected content upon each occurrence of a predefined condition associated with the selected content;

determining when the first selected locking requirement is met;

notifying a network based device when the first selected locking requirement is met; and

dispensing a reward to a user.

44. (New) The method of Claim 43 further comprising unlocking, when the first selected locking requirement is met, the selected content data to release the selected content out of the first selected locking requirement.

45. (New) The method of Claim 43 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content according to the at least the first selected locking requirement.

46. (New) The method of Claim 45 wherein the at least the first selected locking requirement comprises a manner by which to display the advertising content in human perceptible form.

47. (New) The method of Claim 39, wherein the selected content is a ring tune advertisement and wherein presenting the selected content with the user device upon each occurrence of a predefined condition associated with the selected content comprises presenting the selected ring tune advertisement upon each receipt of an incoming call.